

DOT/EPA

It All Adds Up To Cleaner Air Initiative
Seasonal Theme Program Materials: Spring

PRESS RELEASE TEMPLATE

Draft press release for use in promoting community involvement in the *It All Adds Up To Cleaner Air* Spring Theme Program.

FOR IMMEDIATE RELEASE

CONTACT: (spokesperson)
(phone number)

**(Name of Organization) Kicks Off “2003 Clean Air Month” by
Launching Springtime *It All Adds Up to Cleaner Air* Transportation and Clean Air
Public Education Program**

(City, date) — The (name of organization) kicked off “Clean Air Month” today with the launch of an *It All Adds Up to Cleaner Air* springtime program, a public education program to focus attention on the simple things local residents can do this spring to improve air quality and reduce traffic congestion. The program provides information and resources on actions that fit into busy schedules without major inconvenience, and which will reduce traffic congestion and improve air quality.

The program emphasizes several key messages, including:

- Maintaining your car can reduce its emissions by up to half and prevent traffic congestion due to breakdowns.
- Walking and bicycling for short trips are actions many of us are already taking that can reduce traffic congestion and air pollution.

Insert a quote from a local program spokesperson that stresses the effects that vehicle maintenance, walking and bicycling have on traffic congestion and air quality and how the public's participation is a critical part of the solution. For example: “It is vitally important that we all realize how much our own travel choices affect traffic congestion and air quality. Spring is a great time to take a few easy steps such as maintaining our cars, walking and bicycling that can make a real difference,” said (name of spokesperson, title, organization). “By participating in the It All Adds Up To Cleaner Air spring program, we are providing to local residents some simple, easy tips they can fit into their busy schedules. If we all pitch in, we can reduce traffic

congestion and air pollution in (community name).

Planned community program activities include (see Event/Activity Suggestions for ideas). For more information about how you can support the program, or how your organization can join the (name of your coalition), please call (name, phone, number).

While the program is a local, community-based effort, it has federal support. The springtime program is part of *It All Adds Up To Cleaner Air*, a national transportation and air quality initiative sponsored by the U.S. Department of Transportation and the U.S. Environmental Protection Agency, which is designed to aid regional, state and community efforts to reduce traffic congestion and air pollution. *It All Adds Up To Cleaner Air* informs the public about the connection between their transportation choices, traffic congestion and air pollution, and emphasizes simple, convenient actions people can take to improve air quality and reduce congestion.

For more information about the *It All Adds Up To Cleaner Air* spring program activities in (name of community), please contact (name, phone number, e-mail of contact person) or visit the Web site at (list URL here).

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